

Digital Marketing Report

Impressions

How many ads were served:

269,343

Clicks

Times a user clicked on an ad

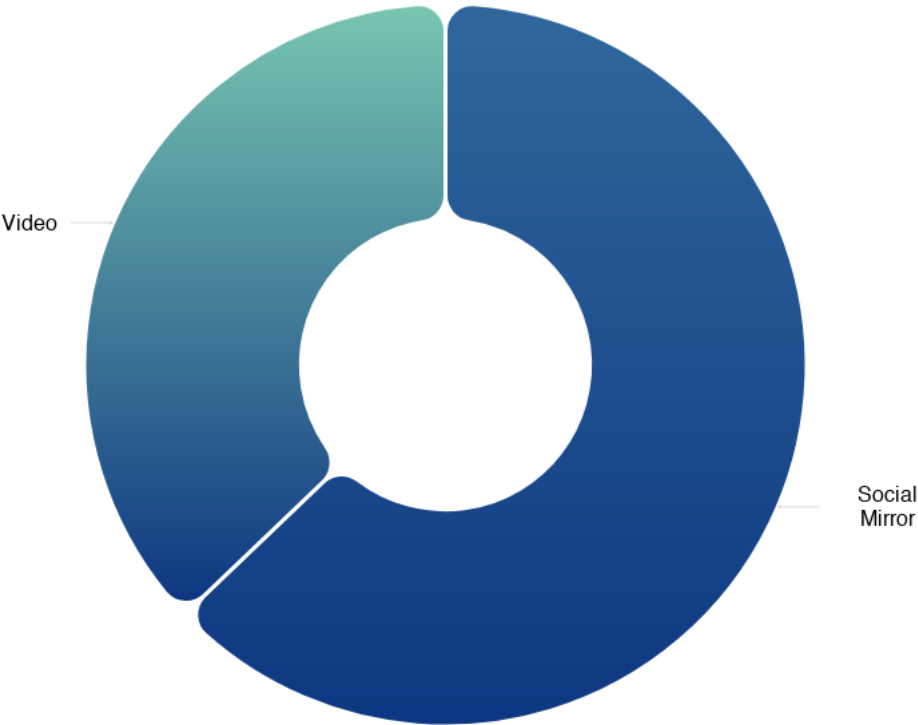
490

Click-Through Rate

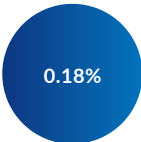
(Clicks/Impressions) x 100

0.18%

Your Product Breakout by Impressions



Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Ashley HomeStore - Lynchburg Virginia - AI Social Mirror	52,123	62	0.12%	1.70
Ashley HomeStore - Lynchburg Virginia - In-Market for Furniture Behavioral Video	50,322	103	0.20%	2.92
Ashley HomeStore - Lynchburg Virginia - AI Video	49,706	173	0.35%	4.97
Ashley HomeStore - Lynchburg Virginia - In-Market for Furniture Behavioral Social Mirror	43,899	45	0.10%	1.46
Ashley HomeStore - Lynchburg Virginia - Keyword Social Mirror	43,567	77	0.18%	2.52
Ashley HomeStore - Lynchburg Virginia - Geo-Retargeting Social Mirror	29,681	30	0.10%	1.44
Ashley HomeStore - Lynchburg Virginia - Geo-Fencing Social Mirror	45	0	0.00%	0.00

Social Mirror Creative Performance

Grid contains more rows, but they have been clipped.

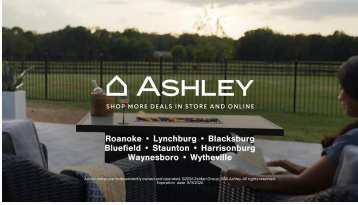
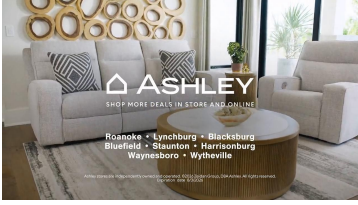
Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Ashley VA_7.7.26_Lynchburg_Summer Savings - Flight 1 - Mattress.png	19,995	28	0.14%	2.00
Thumbnail not available	Ashley VA_7.17.26_Lynchburg_Flight 2 - Summer Savings TV.mp4	17,664	27	0.15%	2.18
Thumbnail not available	Ashley VA_7.17.26_Lynchburg_Summer Savings - Flight 2 - Mattress.png	19,341	27	0.14%	1.99
Thumbnail not available	Ashley VA_7.27.26_Lynchburg_Mattress_Flight 3 - Summer Savings TV.mp4	14,078	23	0.16%	2.33
Thumbnail not available	Ashley VA_7.17.26_Lynchburg_Flight 2 - Summer Savings Social.mp4	17,748	22	0.12%	1.77
Thumbnail not available	Ashley VA_7.7.26_Lynchburg_Flight 1 - Summer Savings TV.mp4	19,870	21	0.11%	1.51
Thumbnail not available	Ashley VA_7.7.26_Lynchburg_Flight 1 - Summer Savings Social.mp4	12,667	20	0.16%	2.26
Thumbnail not available	Ashley VA_7.27.26_Lynchburg_Flight 3 - Summer Savings TV.mp4	13,113	18	0.14%	1.96
	Ashley VA_6.2.26_Lynchburg_Tempur-Pedic Video	8,744	11	0.13%	1.80

Social Mirror Ad Screenshots

	Ashley VA_8.4.26_Lynchburg_Flight 1 Mattress_300x250	Ashley VA_9.1.26_Lynchburg_Flight 3 Furniture v1_320x480
Screenshot		

Grid contains more rows, but they have been clipped.

Video Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Mattress - Entire Flight.mp4	36,089	104	0.29%	4.12
	Flight 1 - Summer Savings TV (1).mp4	17,464	60	0.34%	4.91
	Flight 2 - Summer Savings TV (1).mp4	17,735	45	0.25%	3.62
	Flight 3 - Summer Savings TV (2).mp4	8,383	25	0.30%	4.26

Video Completion Performance by Line Item

Line Item Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Ashley HomeStore - Lynchburg Virginia - AI Video	76.11%	70.32%	66.23%	58.44%
Ashley HomeStore - Lynchburg Virginia - In-Market for Furniture Behavioral Video	68.73%	62.65%	58.29%	49.55%

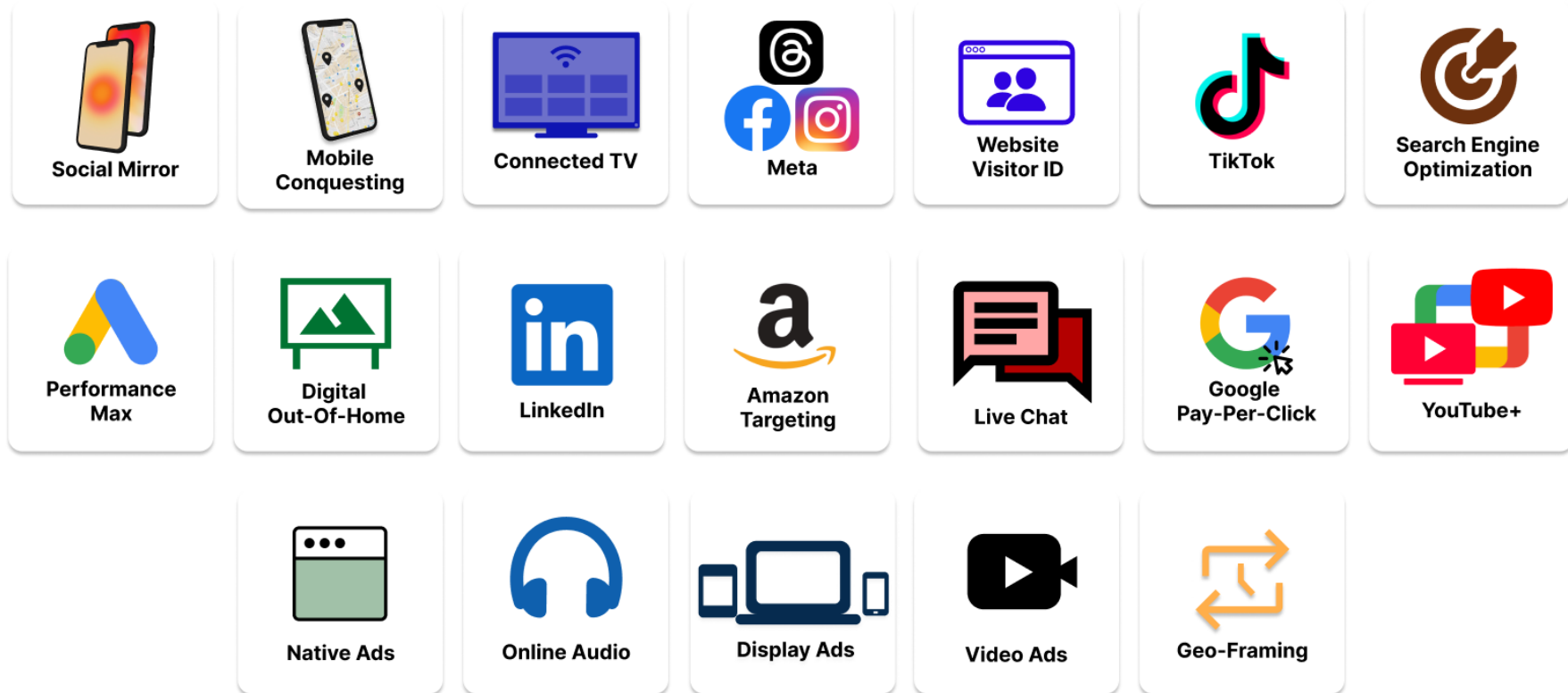
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Desktop	A personal computing device that remains stationary at one location.	140,917	204	0.14%
Mobile	A portable electronic device that can connect to the internet.	117,866	255	0.22%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	10,560	31	0.29%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	37,411	1	0.00%
Pinterest	14,358	8	0.06%
aol.com	11,005	2	0.02%
foxnews.com	6,942	7	0.10%
biblegateway.com	6,799	14	0.21%
accuweather.com	4,715	28	0.59%
legacy.com	3,771	14	0.37%
Pluto TV - Live TV and Movies	2,938	0	0.00%
merriam-webster.com	2,654	4	0.15%
wset.com	2,643	5	0.19%
realtor.com	2,613	8	0.31%
WSET ABC 13	2,363	6	0.25%
mahjong4friends.com	2,255	0	0.00%
screenrant.com	2,079	6	0.29%
Tubi - Movies & TV Shows	1,996	0	0.00%
Weather by WeatherBug	1,559	3	0.19%
huffpost.com	1,280	8	0.63%
nypost.com	1,237	10	0.81%
baseball-reference.com	1,178	7	0.59%
WDBJ7 Weather & Traffic	1,171	0	0.00%

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.